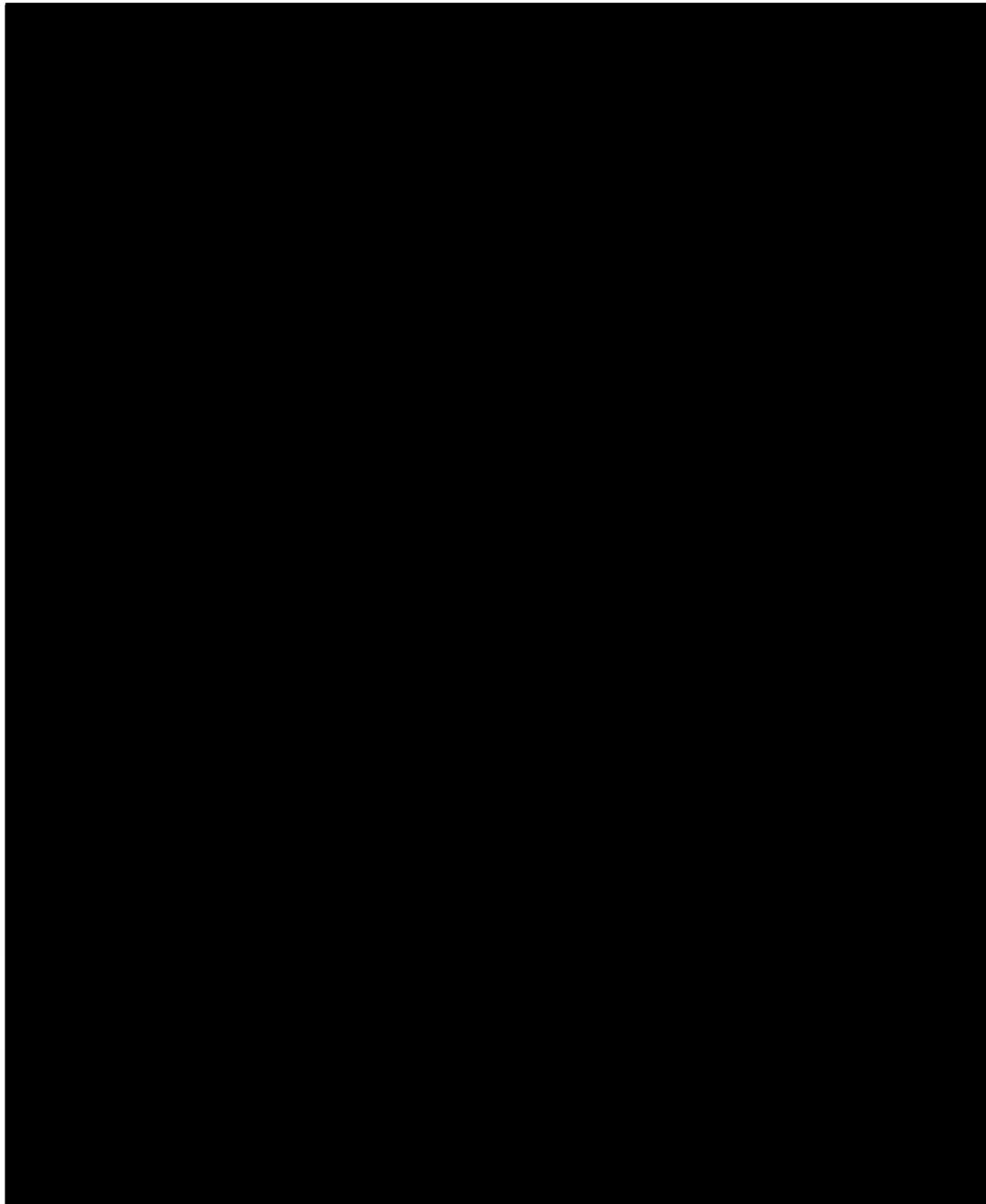


# **EXHIBIT 3**

## **(PART 3 OF 4)**

Highly Confidential - Attorneys' Eyes Only

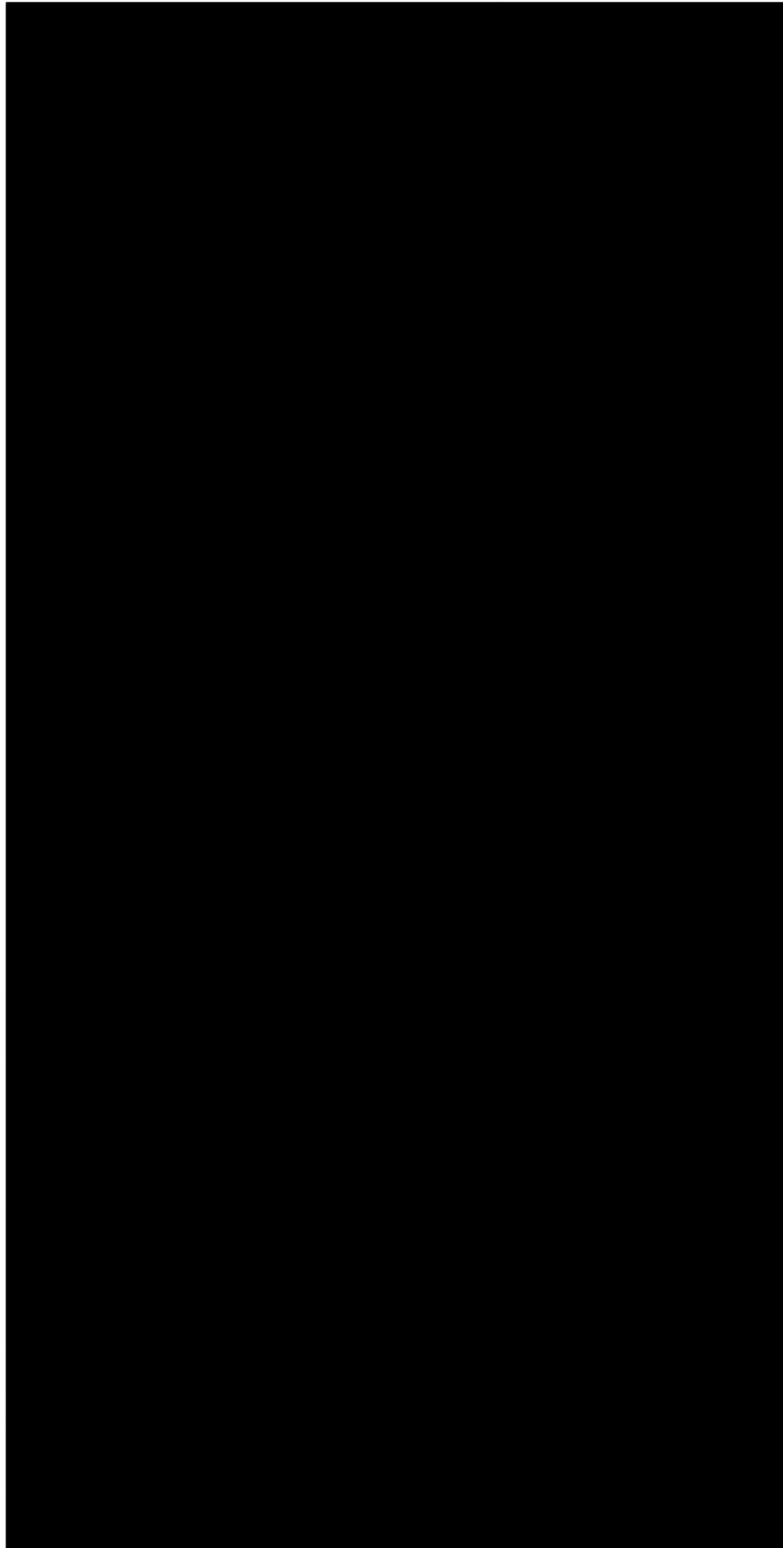
Table 17f. '239 Infringement Read 6 Royalty



Category	Sub-Category	Value
1	1	1
1	2	1
1	3	1
1	4	1
1	5	1
1	6	1
1	7	1
1	8	1
1	9	1
1	10	1
1	11	1
1	12	1
1	13	1
1	14	1
1	15	1
1	16	1
1	17	1
1	18	1
1	19	1
1	20	1
1	21	1
1	22	1
1	23	1
1	24	1
1	25	1
1	26	1
1	27	1
1	28	1
1	29	1
1	30	1
1	31	1
1	32	1
1	33	1
1	34	1
1	35	1
1	36	1
1	37	1
1	38	1
1	39	1
1	40	1
1	41	1
1	42	1
1	43	1
1	44	1
1	45	1
1	46	1
1	47	1
1	48	1
1	49	1
1	50	1
1	51	1
1	52	1
1	53	1
1	54	1
1	55	1
1	56	1
1	57	1
1	58	1
1	59	1
1	60	1
1	61	1
1	62	1
1	63	1
1	64	1
1	65	1
1	66	1
1	67	1
1	68	1
1	69	1
1	70	1
1	71	1
1	72	1
1	73	1
1	74	1
1	75	1
1	76	1
1	77	1
1	78	1
1	79	1
1	80	1
1	81	1
1	82	1
1	83	1
1	84	1
1	85	1
1	86	1
1	87	1
1	88	1
1	89	1
1	90	1
1	91	1
1	92	1
1	93	1
1	94	1
1	95	1
1	96	1
1	97	1
1	98	1
1	99	1
1	100	1
1	101	1
1	102	1
1	103	1
1	104	1
1	105	1
1	106	1
1	107	1
1	108	1
1	109	1
1	110	1
1	111	1
1	112	1
1	113	1
1	114	1
1	115	1
1	116	1
1	117	1
1	118	1
1	119	1
1	120	1
1	121	1
1	122	1
1	123	1
1	124	1
1	125	1
1	126	1
1	127	1
1	128	1
1	129	1
1	130	1
1	131	1
1	132	1
1	133	1
1	134	1
1	135	1
1	136	1
1	137	1
1	138	1
1	139	1
1	140	1
1	141	1
1	142	1
1	143	1
1	144	1
1	145	1
1	146	1
1	147	1
1	148	1
1	149	1
1	150	1
1	151	1
1	152	1
1	153	1
1	154	1
1	155	1
1	156	1
1	157	1
1	158	1
1	159	1
1	160	1
1	161	1
1	162	1
1	163	1
1	164	1
1	165	1
1	166	1
1	167	1
1	168	1
1	169	1
1	170	1
1	171	1
1	172	1
1	173	1
1	174	1
1	175	1
1	176	1
1	177	1
1	178	1
1	179	1
1	180	1
1	181	1
1	182	1
1	183	1
1	184	1
1	185	1
1	186	1
1	187	1
1	188	1
1	189	1
1	190	1
1	191	1
1	192	1
1	193	1
1	194	1
1	195	1
1	196	1
1	197	1
1	198	1
1	199	1
1	200	1
1	201	1
1	202	1
1	203	1
1	204	1
1	205	1
1	206	1
1	207	1
1	208	1
1	209	1
1	210	1
1	211	1
1	212	1
1	213	1
1	214	1
1	215	1
1	216	1
1	217	1
1	218	1
1	219	1
1	220	1
1	221	1
1	222	1
1	223	1
1	224	1
1	225	1
1	226	1
1	227	1
1	228	1
1	229	1
1	230	1
1	231	1
1	232	1
1	233	1
1	234	1
1	235	1
1	236	1
1	237	1
1	238	1
1	239	1
1	240	1
1	241	1
1	242	1
1	243	1
1	244	1
1	245	1
1	246	1
1	247	1
1	248	1
1	249	1
1	250	1
1	251	1
1	252	1
1	253	1
1	254	1
1	255	1
1	256	1
1	257	1
1	258	1
1	259	1
1	260	1
1	261	1
1	262	1
1	263	1
1	264	1
1	265	1
1	266	1
1	267	1
1	268	1
1	269	1
1	270	1
1	271	1
1	272	1
1	273	1
1	274	1
1	275	1
1	276	1
1	277	1
1	278	1
1	279	1
1	280	1
1	281	1
1	282	1
1	283	1
1	284	1
1	285	1
1	286	1
1	287	1
1	288	1
1	289	1
1	290	1
1	291	1
1	292	1
1	293	1
1	294	1
1	295	1
1	296	1
1	297	1
1	298	1
1	299	1
1	300	1
1	301	1
1	302	1
1	303	1
1	304	1
1	305	1
1	306	1
1	307	1
1	308	1
1	309	1
1	310	1
1	311	1
1	312	1
1	313	1
1	314	1
1	315	1
1	316	1
1	317	1
1	318	1
1	319	1
1	320	1
1	321	1
1	322	1
1	323	1
1	324	1
1	325	1
1	326	1
1	327	1
1	328	1
1	329	1
1	330	1
1	331	1
1	332	1
1	333	1
1	334	1
1	335	1
1	336	1
1	337	1
1	338	1
1	339	1
1	340	1
1	341	1
1	342	1
1	343	1
1	344	1
1	345	1
1	346	1
1	347	1
1	348	1
1	349	1
1	350	1
1	351	1
1	352	1
1	353	1
1	354	1
1	355	1
1	356	1
1	357	1
1	358	1
1	359	1
1	360	1
1	361	1
1	362	1
1	363	1
1	364	1
1	365	1
1	366	1
1	367	1
1	368	1
1	369	1
1	370	1
1	371	1
1	372	1
1	373	1
1	374	1
1	375	1
1	376	1
1	377	1
1	378	1
1	379	1
1	380	1
1	381	1
1	382	1
1	383	1
1	384	1
1	385	1
1	386	1
1	387	1
1	388	1
1	389	1
1	390	1
1	391	1
1	392	1
1	393	1
1	394	1
1	395	1
1	396	1
1	397	1
1	398	1
1	399	1
1	400	1
1	401	1
1	402	1
1	403	1
1	404	1
1	405	1
1	406	1
1	407	1
1	408	1
1	409	1
1	410	1
1	411	1
1	412	1
1	413	1
1	414	1
1	415	1
1	416	1
1	417	1
1	418	1
1	419	1
1	420	1
1	421	1
1	422	1
1	423	1
1	424	1
1	425	1
1	426	1
1	427	1
1	428	1
1	429	1
1	430	1
1	431	1
1	432	1
1	433	1
1	434	1
1	435	1
1	436	1
1	437	1
1	438	1
1	439	1
1	440	1
1	441	1
1	442	1
1	443	1
1	444	1
1	445	1
1	446	1
1	447	1
1	448	1
1	449	1
1	450	1
1	451	1
1	452	1
1	453	1
1	454	1
1	455	1
1	456	1
1	457	1
1	458	1
1	459	1
1	460</td	

Highly Confidential - Attorneys' Eyes Only

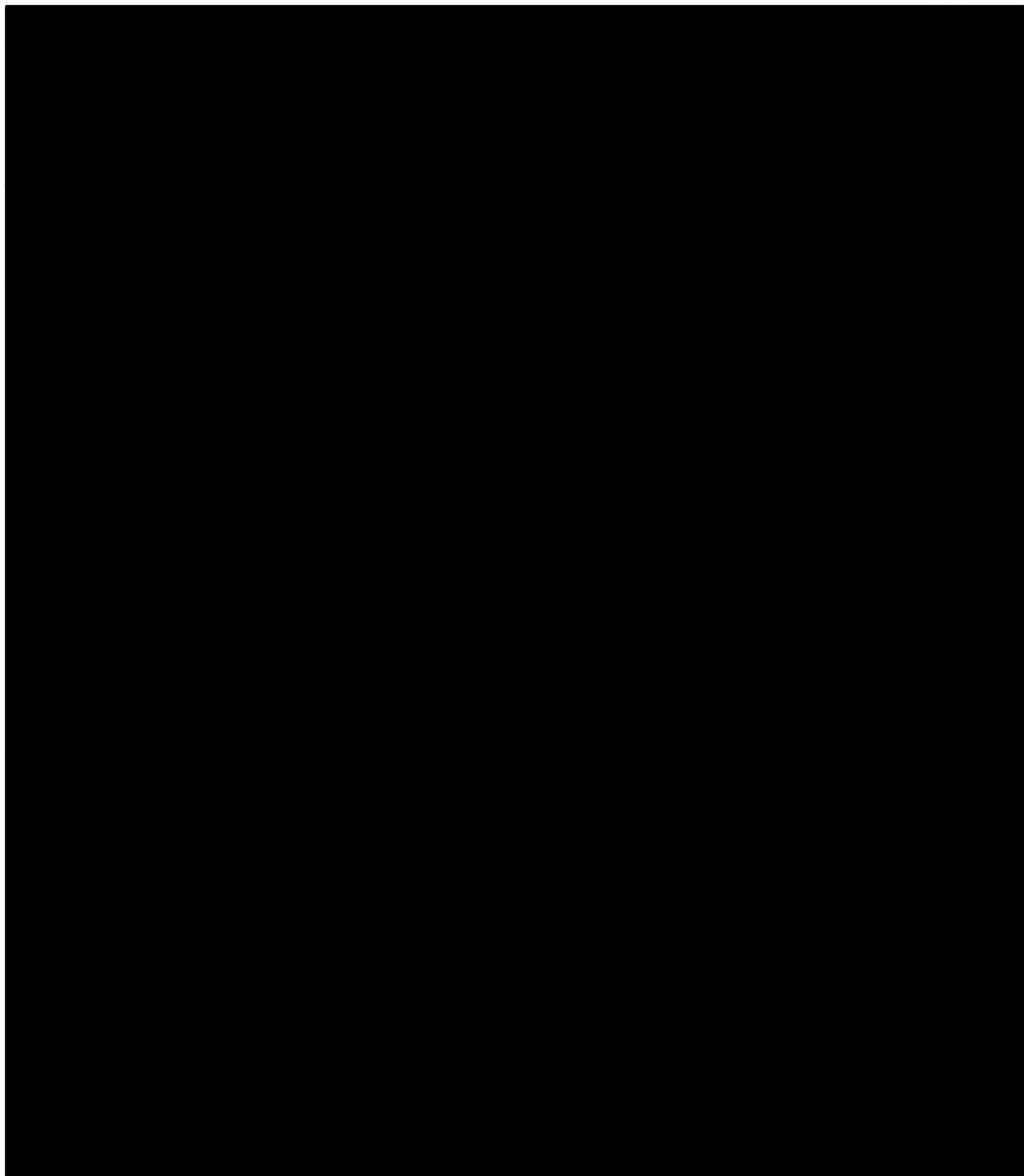
Table 18. Royalty Evaluation Using Veltiuro Methodology



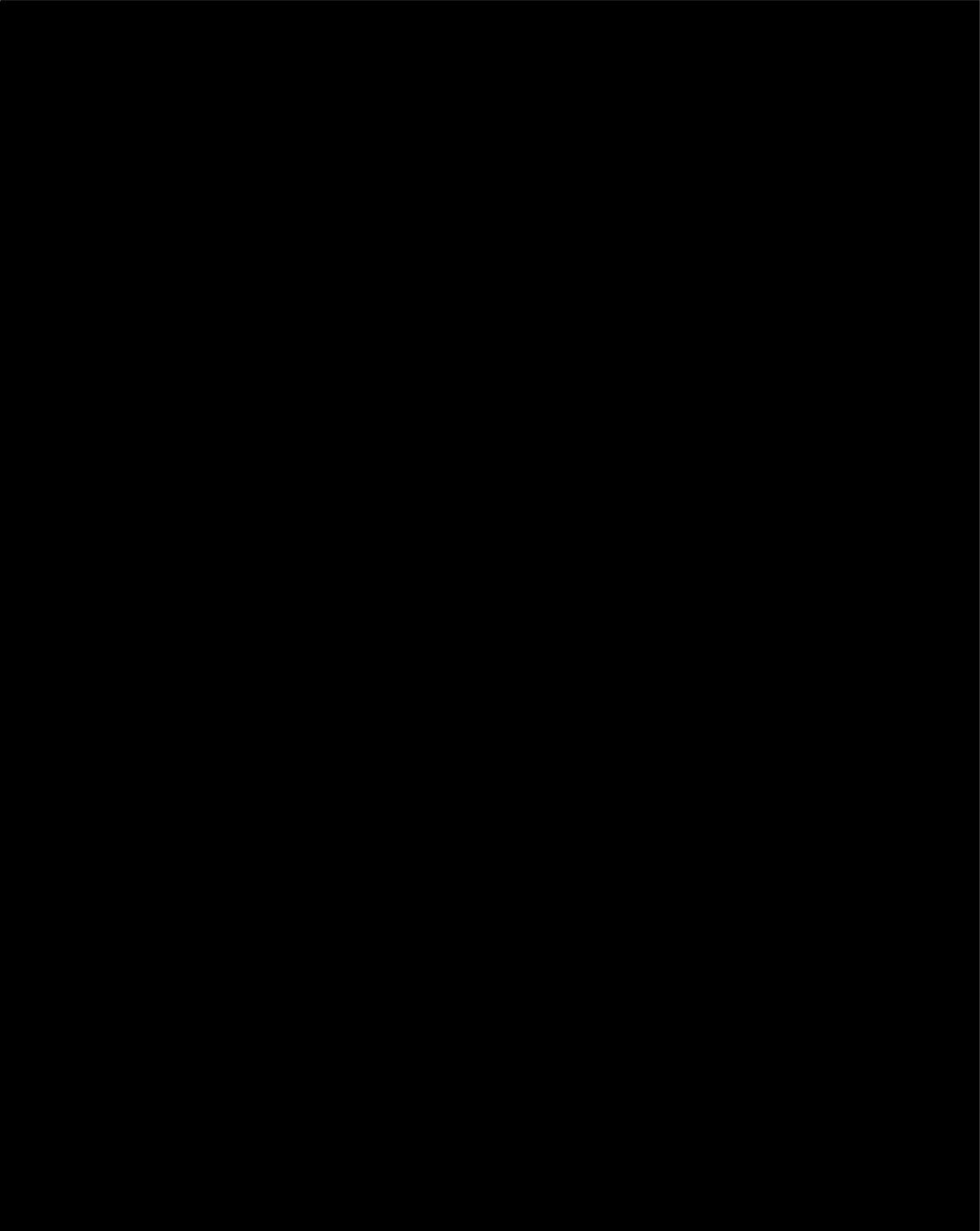
A large black rectangular redaction box covers the majority of the page content, starting below the table caption and ending above the page number. It obscures several tables and figures that were likely present in the original document.

Highly Confidential - Attorney's Eyes Only

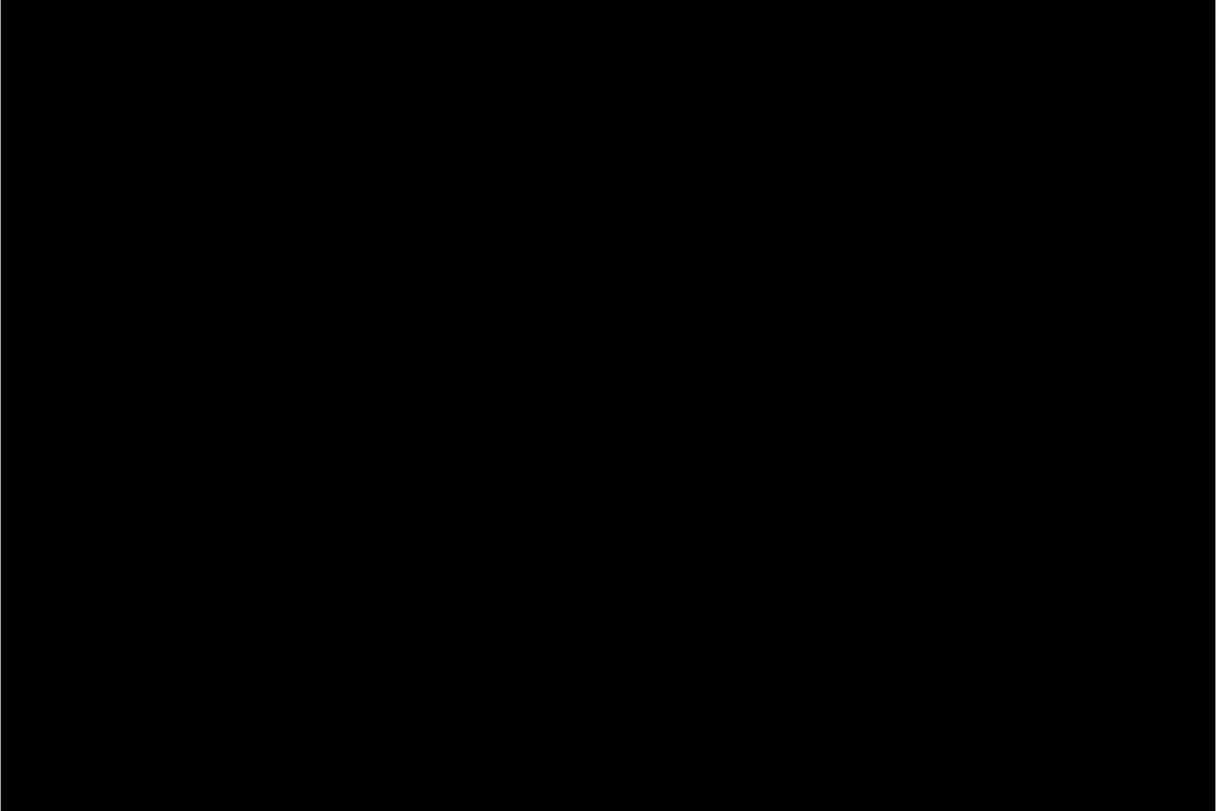
Table 19. Evidence of the Importance of MultiMedia Syncing Features



Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorney's Eyes Only



Highly Confidential - Attorneys' Eyes Only

Table 20. Relative Value Survey Results, '157

Infringement Read	Relative Value Score	iPhone 3G/3GS	iPhone 4/4S/5	iPad	iPod Touch 4/5G
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	161.99	187.49	221.98	200.65	234.92
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	167.88	199.97	234.92	161.29	
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	158.68	183.21	204.20	207.74	
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	153.24	163.72	197.32	197.55	
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	177.79	196.96	230.18	226.59	
<b>Value Relative to the FaceTime Reads</b>					
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	0.36	0.42	0.47	0.57	
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	0.37	0.44	0.50	0.46	
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	0.35	0.41	0.44	0.60	
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	0.34	0.36	0.42	0.57	
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	0.40	0.44	0.49	0.65	
<b>Usage Rates</b>					
Use iCloud to automatically download music or videos purchased on iTunes to two or more devices / computers	18.0%	30.2%	36.0%	38.3%	
Use iCloud PhotoStream to sync photos between any combination of two or more devices / computers	11.4%	24.6%	28.8%	17.4%	
Use iTunes Home Sharing to automatically transfer music or videos purchased on iTunes to any combination of three or more devices / computers	12.3%	16.8%	21.7%	32.6%	
Use iTunes Match to sync music (NOT purchased on iTunes) between any combination of two or more devices/computers	7.0%	9.6%	10.4%	20.1%	
Use iTunes Wi-Fi Sync to sync music, videos, photos or playlists between any computer using iTunes and any combination of two or more devices	10.5%	13.9%	16.7%	23.9%	

**Source:**

1. Relative Value Scores from Expert Report of Sanjay Rao, Tables 2b, 3b, 4b, and 5b.
2. Usage Rates from Expert Report of Sanjay Rao, Attachment E.
3. The Value Relative to FaceTime Reads for the 3G/3GS is estimated using the Relative Value Scores for Reads 1 and 2 of the iPhone 4/4S/5 since scores for the 3G/3GS are not available.

**Notes:**

1. Value Relative to the FaceTime Reads is calculated by dividing each relative value by the sum of the following '239 Reads: "Use FaceTime to make or receive video-calls over a WiFi connection" and "Use FaceTime to make or receive video-calls over a cellular connection".
2. Value Relative to FaceTime Reads for the 3G/3GS is estimated using the Relative Value Scores for Reads 1 and 2 of the iPhone 4/4S/5 since scores for the 3G/3GS are not available.

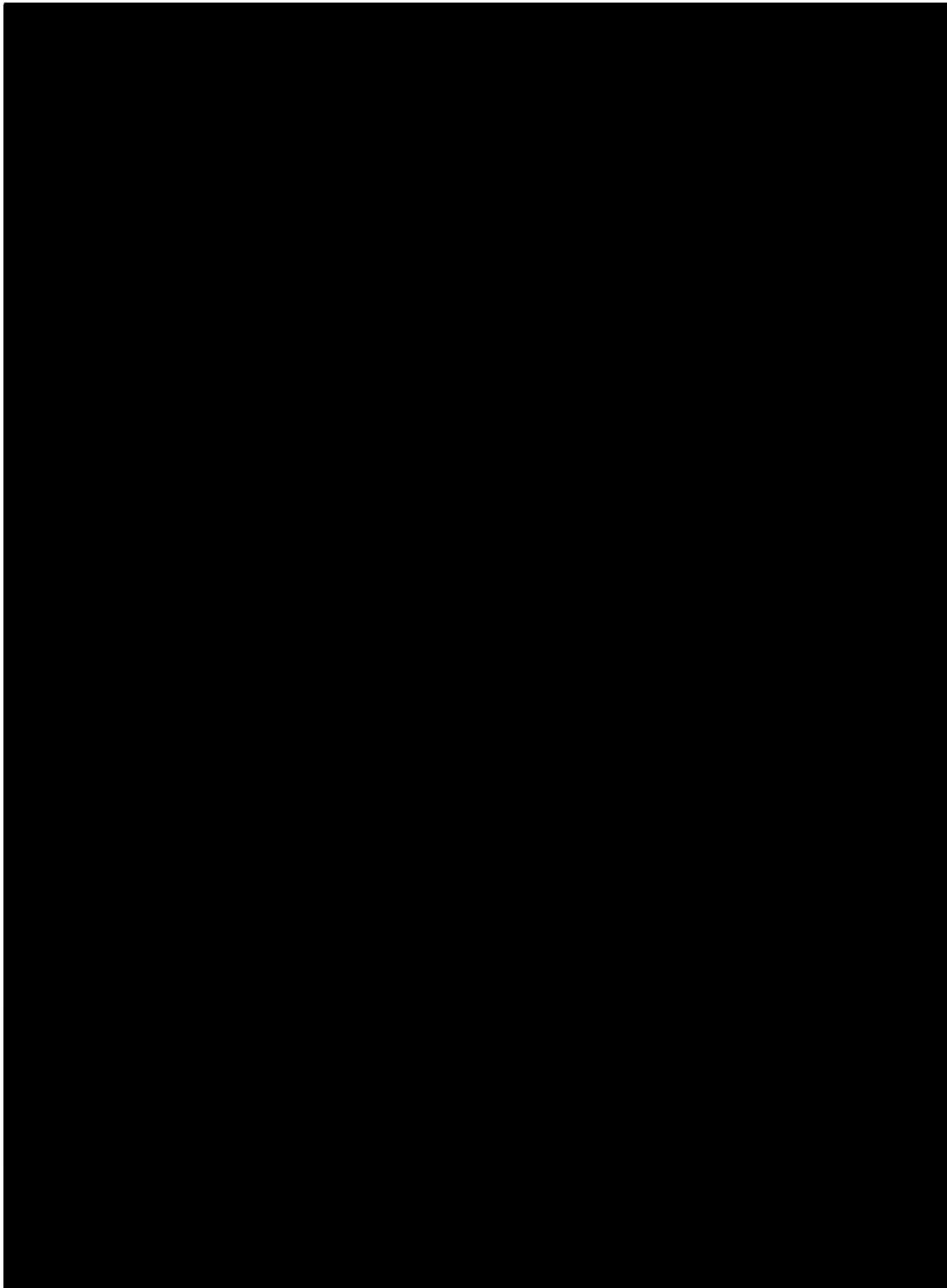
Highly Confidential - Attorneys' Eyes Only

Table 21a. Royalty for '757 by Product and Infringement Read  
*Date of Notice: July 21, 2011*



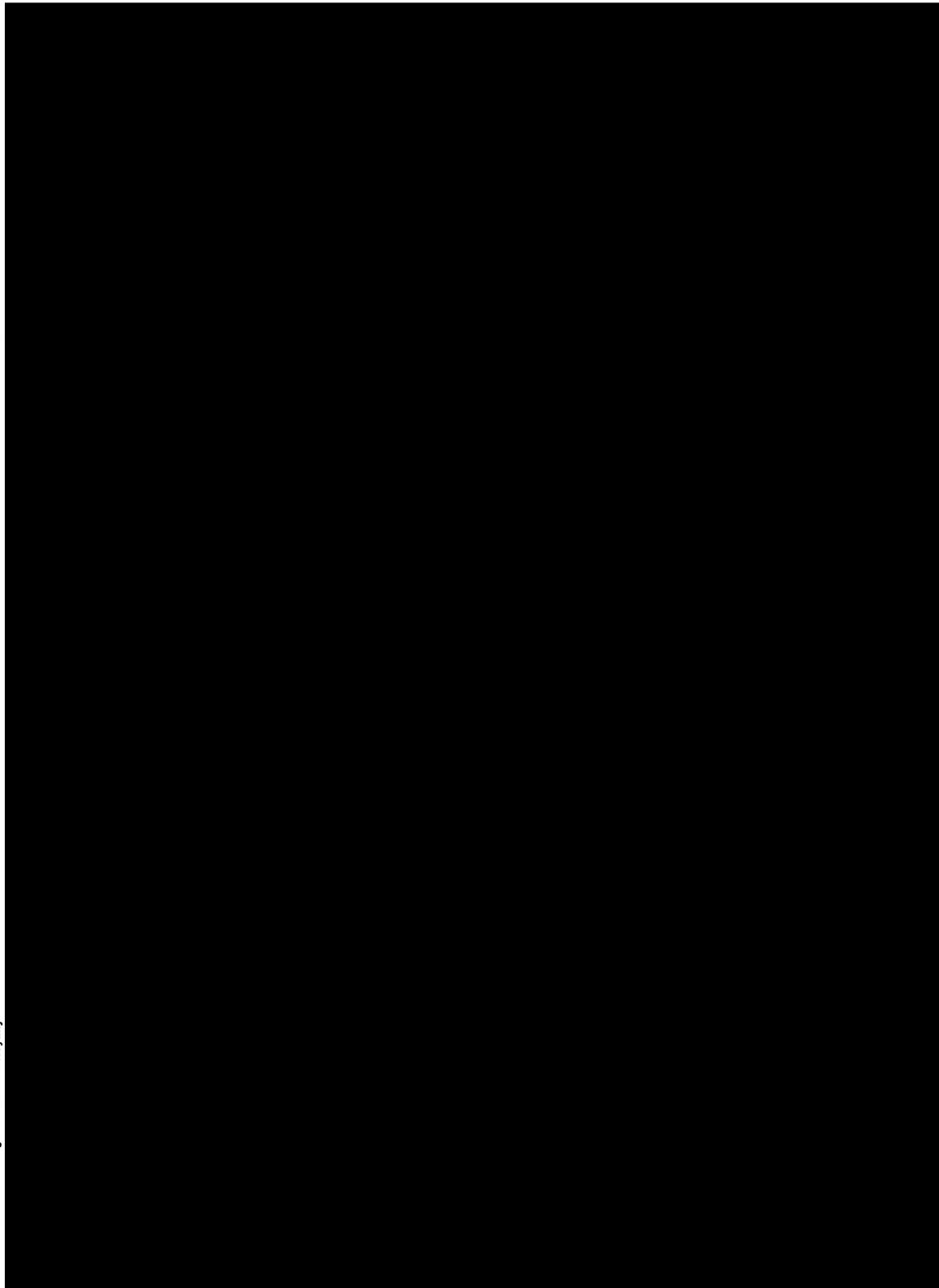
Highly Confidential - Attorneys' Eyes Only

Table 21b. 757 Infringement Read 1 Royalty



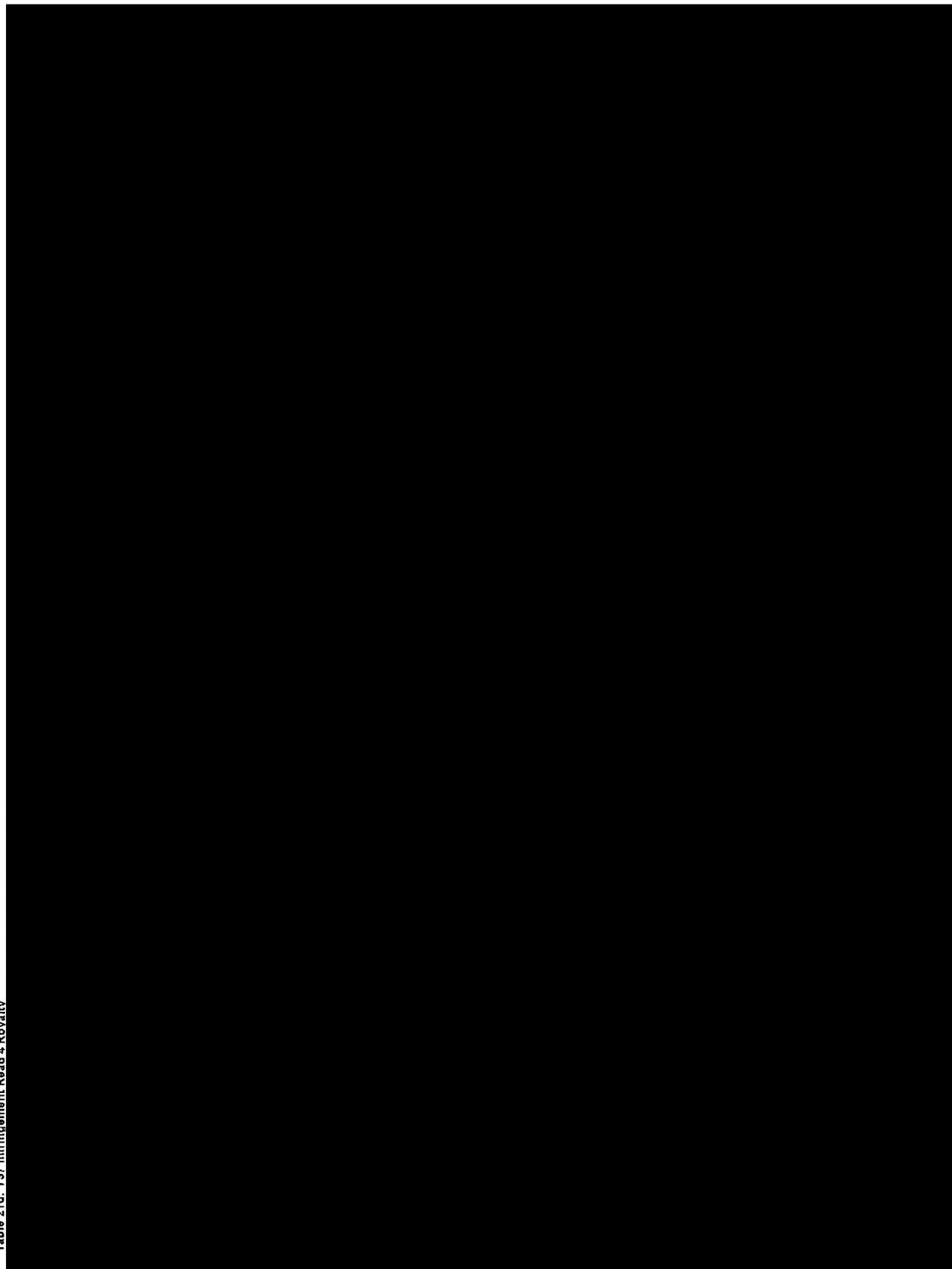
Highly Confidential - Attorneys' Eyes Only

Table 21c. 757 Infringement Read 2 Royalty



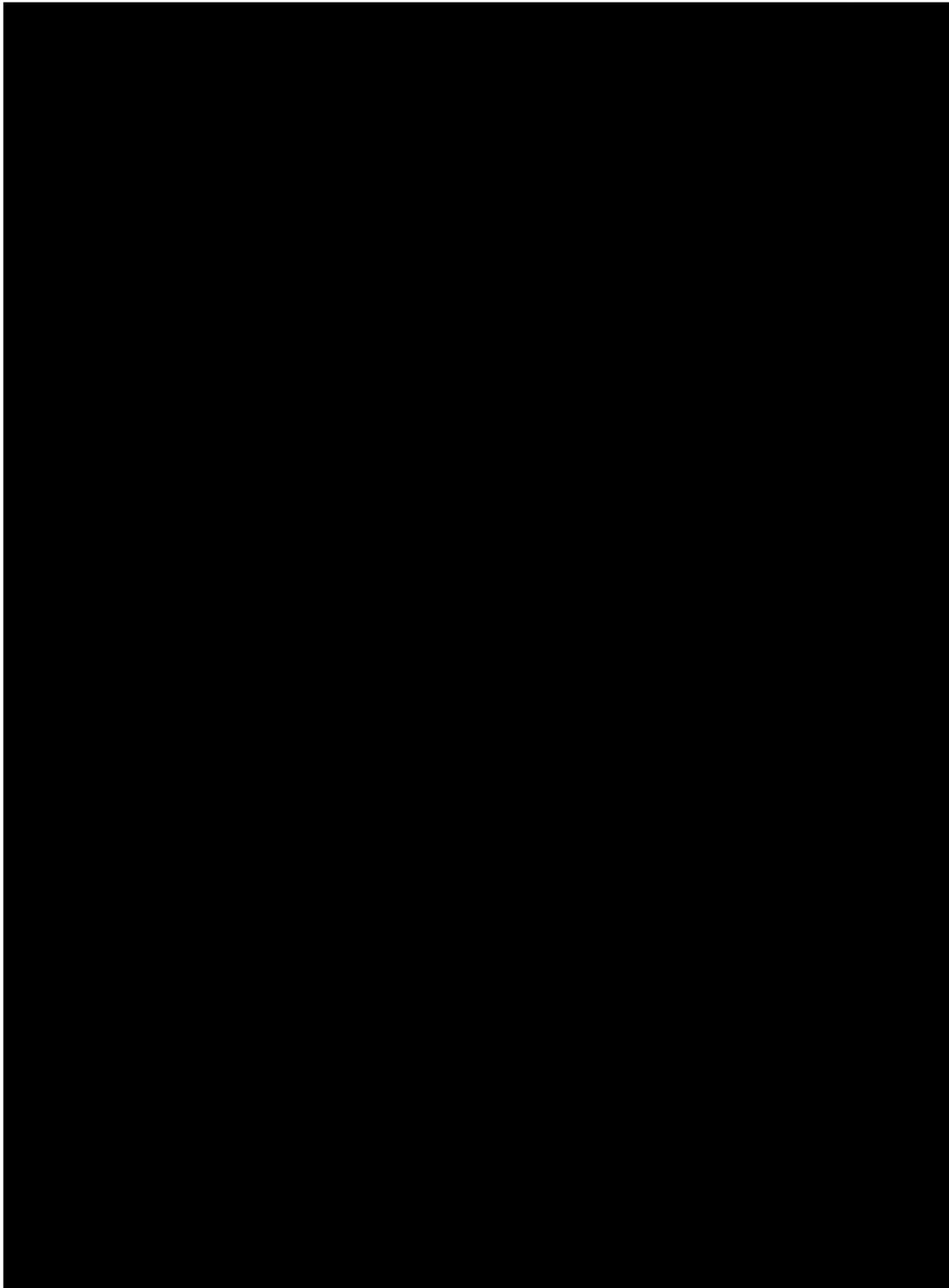
Highly Confidential - Attorneys' Eyes Only

Table 21d. 757 Infringement Read 4 Royalty



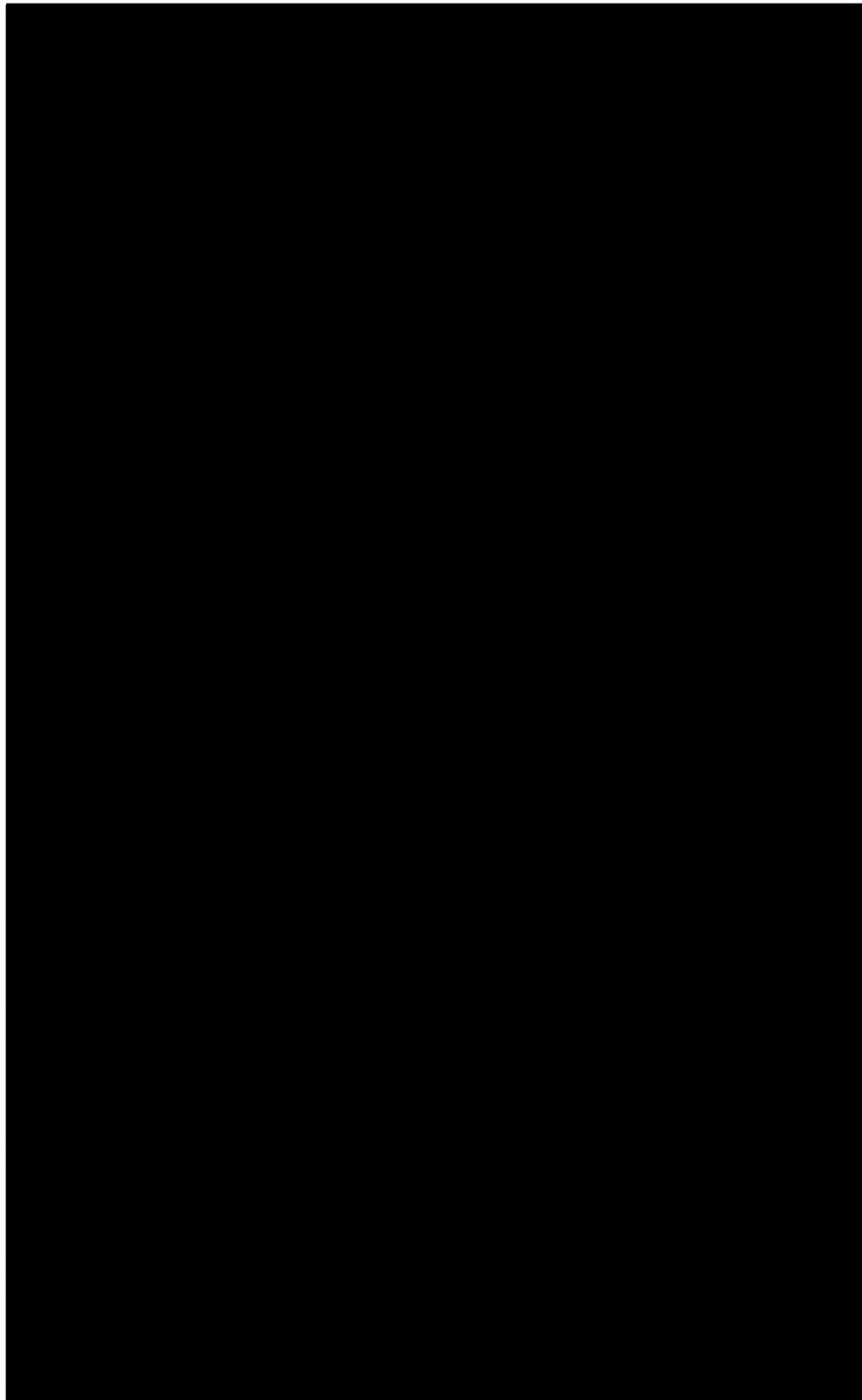
Highly Confidential - Attorneys' Eyes Only

Table 210. '757 Infringement Read 5 Royalty



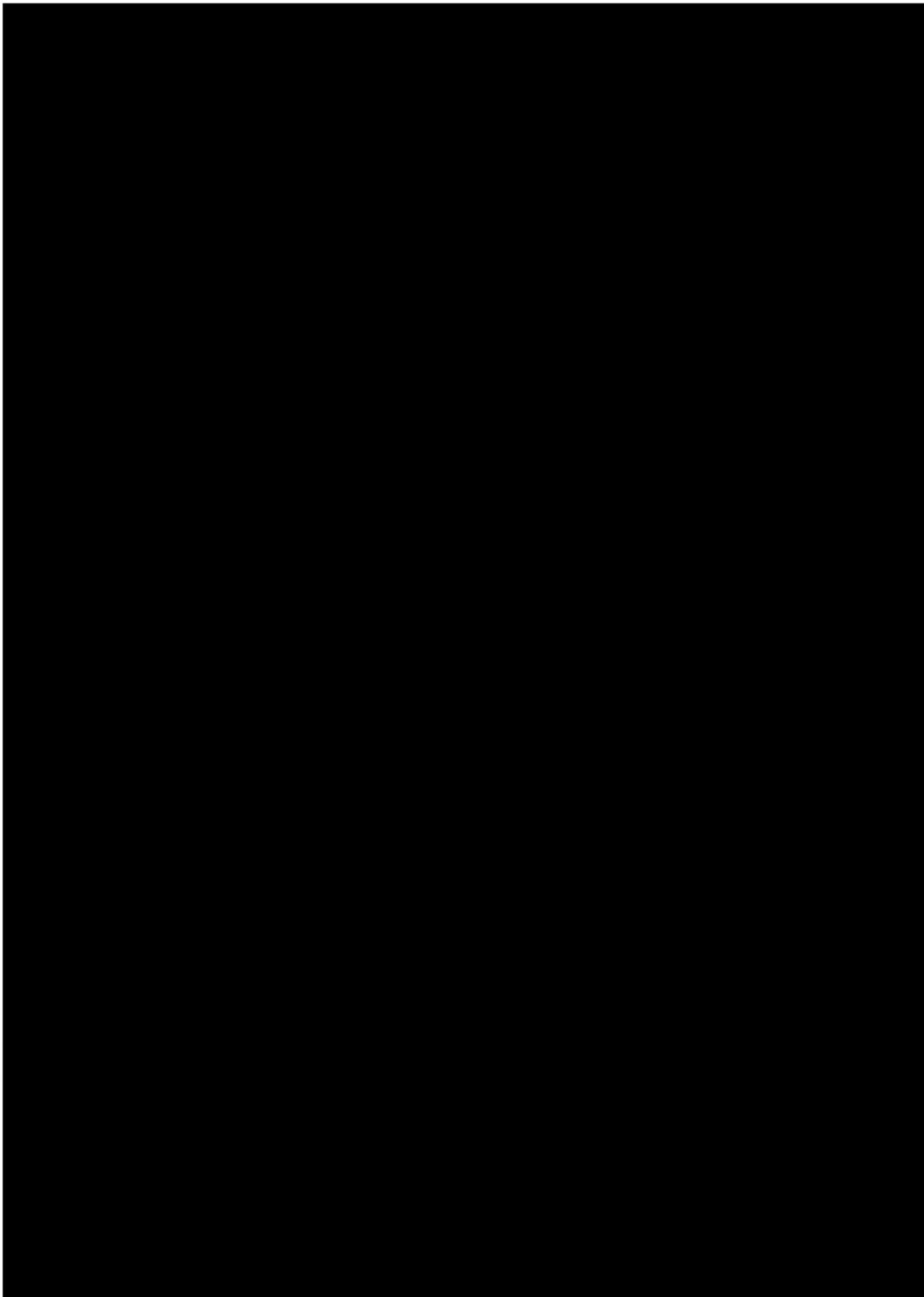
Highly Confidential - Attorneys' Eyes Only

Table 22a. Royalty for '757 by Product and Infringement Read  
Date of Notice: April 18, 2012



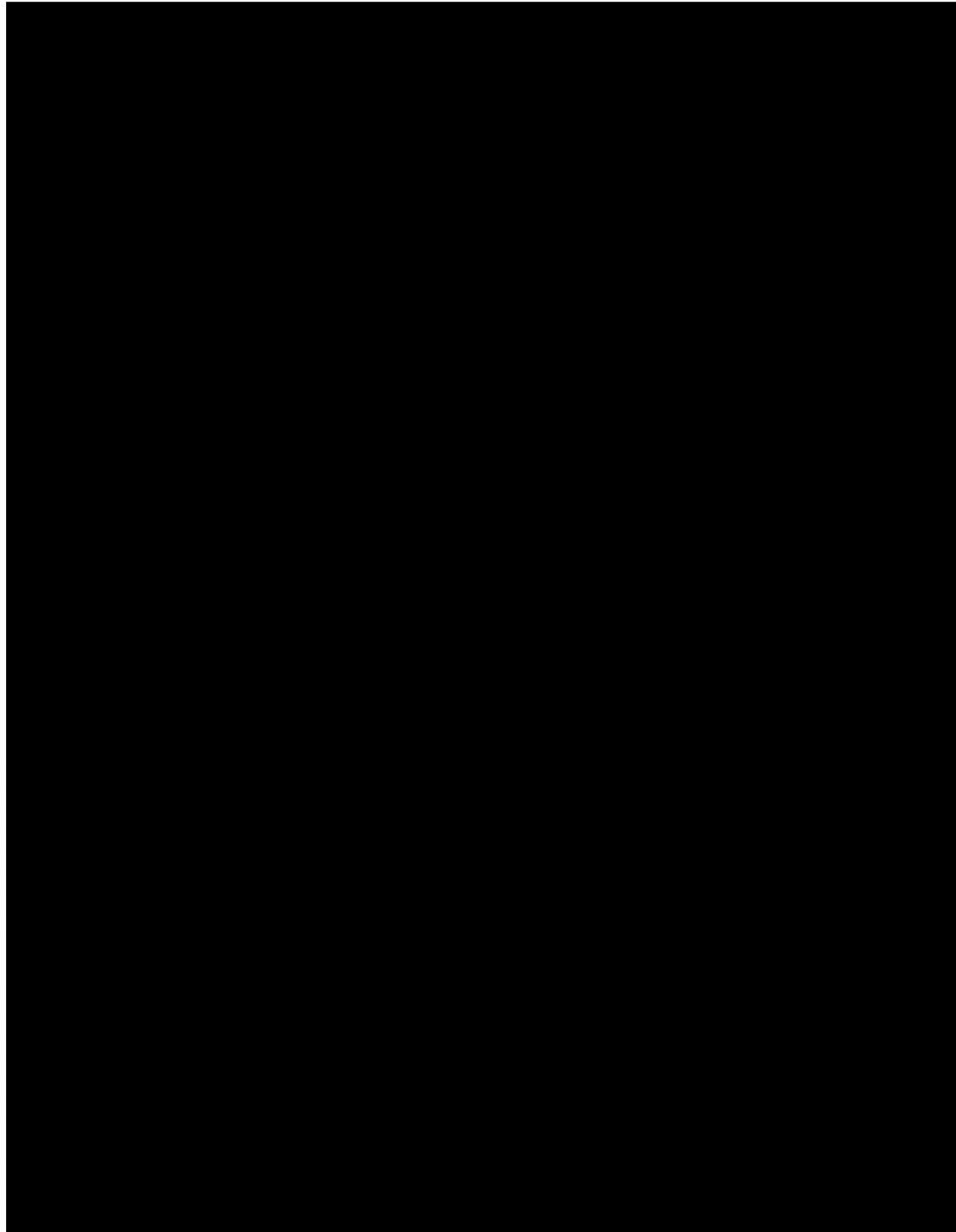
Highly Confidential - Attorneys' Eyes Only

Table 22b. '757 Infringement Read 1 Royalty



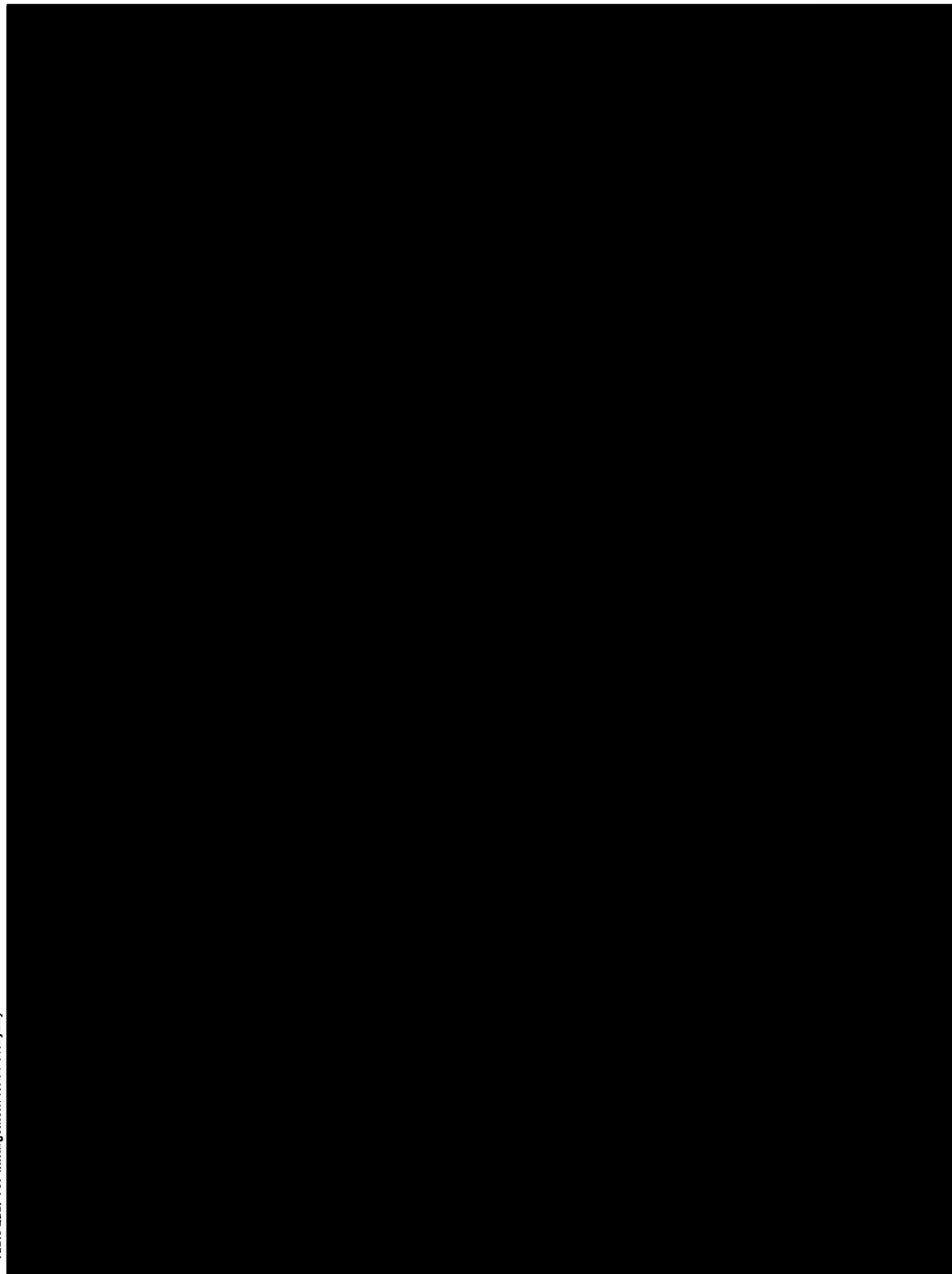
Highly Confidential - Attorneys' Eyes Only

Table 22c. '757 Infringement Read 2 Royalty



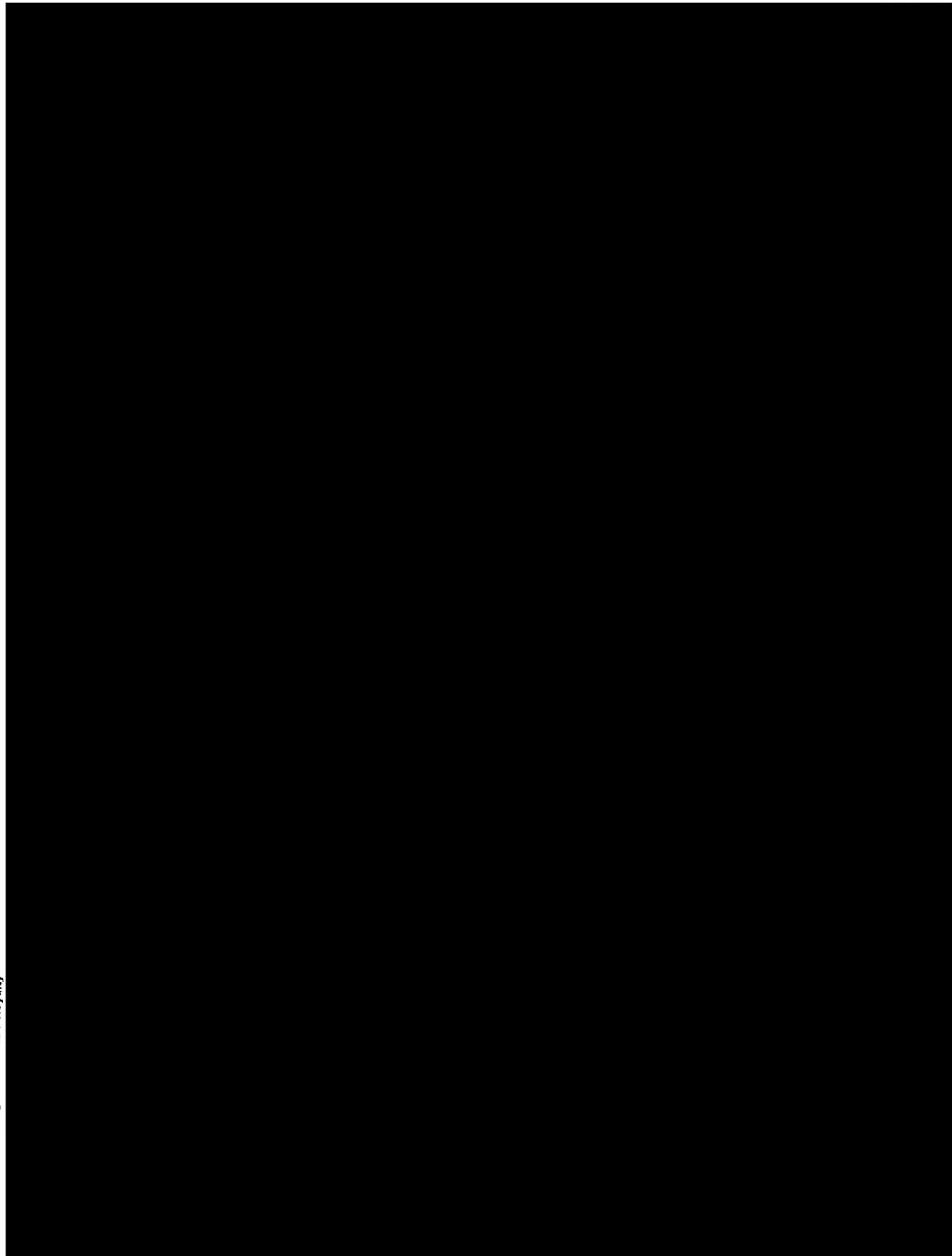
Highly Confidential - Attorneys' Eyes Only

Table 22d. '757 Infringement Read 4 Royalty



Highly Confidential - Attorneys' Eyes Only

Table 22a-757 Infringement Read 6 Royalty



Category	Sub-Category	Value
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10
11	11	11
12	12	12
13	13	13
14	14	14
15	15	15
16	16	16
17	17	17
18	18	18
19	19	19
20	20	20
21	21	21
22	22	22
23	23	23
24	24	24
25	25	25
26	26	26
27	27	27
28	28	28
29	29	29
30	30	30
31	31	31
32	32	32
33	33	33
34	34	34
35	35	35
36	36	36
37	37	37
38	38	38
39	39	39
40	40	40
41	41	41
42	42	42
43	43	43
44	44	44
45	45	45
46	46	46
47	47	47
48	48	48
49	49	49
50	50	50
51	51	51
52	52	52
53	53	53
54	54	54
55	55	55
56	56	56
57	57	57
58	58	58
59	59	59
60	60	60
61	61	61
62	62	62
63	63	63
64	64	64
65	65	65
66	66	66
67	67	67
68	68	68
69	69	69
70	70	70
71	71	71
72	72	72
73	73	73
74	74	74
75	75	75
76	76	76
77	77	77
78	78	78
79	79	79
80	80	80
81	81	81
82	82	82
83	83	83
84	84	84
85	85	85
86	86	86
87	87	87
88	88	88
89	89	89
90	90	90
91	91	91
92	92	92
93	93	93
94	94	94
95	95	95
96	96	96
97	97	97
98	98	98
99	99	99
100	100	100
101	101	101
102	102	102
103	103	103
104	104	104
105	105	105
106	106	106
107	107	107
108	108	108
109	109	109
110	110	110
111	111	111
112	112	112
113	113	113
114	114	114
115	115	115
116	116	116
117	117	117
118	118	118
119	119	119
120	120	120
121	121	121
122	122	122
123	123	123
124	124	124
125	125	125
126	126	126
127	127	127
128	128	128
129	129	129
130	130	130
131	131	131
132	132	132
133	133	133
134	134	134
135	135	135
136	136	136
137	137	137
138	138	138
139	139	139
140	140	140
141	141	141
142	142	142
143	143	143
144	144	144
145	145	145
146	146	146
147	147	147
148	148	148
149	149	149
150	150	150
151	151	151
152	152	152
153	153	153
154	154	154
155	155	155
156	156	156
157	157	157
158	158	158
159	159	159
160	160	160
161	161	161
162	162	162
163	163	163
164	164	164
165	165	165
166	166	166
167	167	167
168	168	168
169	169	169
170	170	170
171	171	171
172	172	172
173	173	173
174	174	174
175	175	175
176	176	176
177	177	177
178	178	178
179	179	179
180	180	180
181	181	181
182	182	182
183	183	183
184	184	184
185	185	185
186	186	186
187	187	187
188	188	188
189	189	189
190	190	190
191	191	191
192	192	192
193	193	193
194	194	194
195	195	195
196	196	196
197	197	197
198	198	198
199	199	199
200	200	200
201	201	201
202	202	202
203	203	203
204	204	204
205	205	205
206	206	206
207	207	207
208	208	208
209	209	209
210	210	210
211	211	211
212	212	212
213	213	213
214	214	214
215	215	215
216	216	216
217	217	217
218	218	218
219	219	219
220	220	220
221	221	221
222	222	222
223	223	223
224	224	224
225	225	225
226	226	226
227	227	227
228	228	228
229	229	229
230	230	230
231	231	231
232	232	232
233	233	233
234	234	234
235	235	235
236	236	236
237	237	237
238	238	238
239	239	239
240	240	240
241	241	241
242	242	242
243	243	243
244	244	244
245	245	245
246	246	246
247	247	247
248	248	248
249	249	249
250	250	250
251	251	251
252	252	252
253	253	253
254	254	254
255	255	255
256	256	256
257	257	257
258	258	258
259	259	259
260	260	260
261	261	261
262	262	262
263	263	263
264	264	264
265	265	265
266	266	266
267	267	267
268	268	268
269	269	269
270	270	270
271	271	271
272	272	272
273	273	273
274	274	274
275	275	275
276	276	276
277	277	277
278	278	278
279	279	279
280	280	280
281	281	281
282	282	282
283	283	283
284	284	284
285	285	285
286	286	286
287	287	287
288	288	288
289	289	289
290	290	290
291	291	291
292	292	292
293	293	293
294	294	294
295	295	295
296	296	296
297	297	297
298	298	298
299	299	299
300	300	300
301	301	301
302	302	302
303	303	303
304	304	304
305	305	305
306	306	306
307	307	307
308	308	308
309	309	309
310	310	310
311	311	311
312	312	312
313	313	313
314	314	314
315	315	315
316	316	316
317	317	317
318	318	318
319	319	319
320	320	320
321	321	321
322	322	322
323	323	323
324	324	324
325	325	325
326	326	326
327	327	327
328	328	328
329	329	329
330	330	330
331	331	331
332	332	332
333	333	333
334	334	334
335	335	335
336	336	336
337	337	337
338	338	338
339	339	339
340	340	340
341	341	341
342	342	342
343	343	343
344	344	344
345	345	345
346	346	346
347	347	347
348	348	348
349	349	349
350	350	350
351	351	351
352	352	352
353	353	353
354	354	354
355	355	355
356	356	356
357	357	357
358	358	358
359	359	359
360	360	360
361	361	361
362	362	362
363	363	363
364	364	364
365	365	365
366	366	366
367	367	367
368	368	368
369	369	369
370	370	370
371	371	371
372	372	372
373	373	373
374	374	374
375	375	375
376	376	376
377	377	377
378	378	378
379	379	379
380	380	380
381	381	381
382	382	382
383	383	383
384	384	384
385	385	385
386	386	386
387	387	387
388	388	388
389	389	389
390	390	390
391	391	391
392	392	392
393	393	393
394	394	394
395	395	395
396	396	396
397	397	397
398	398	398
399	399	399
400	400	400
401	401	401
402	402	

Highly Confidential - Attorneys' Eyes Only

Table 23. "Location" Adjustment

### Sources:

I Expert Report of Dr. Sanjay Rao, Attachment F

Highly Confidential - Attorneys' Eyes Only

Table 24. Relative Value Survey Results. '449

Feature		iPhone 3G/3GS	iPhone 4/4S/5	iPad	iPod Touch 4/5G
<b>Relative Value Score</b>					
See the number of photos or videos in an album next to the album name in the Photos application		183.42	192.70	192.10	169.07
<b>Value Relative to the FaceTime Reads</b>					
See the number of photos or videos in an album next to the album name in the Photos application		0.41	0.43	0.41	0.48
<b>Difference in Value (between iPhone/iPod Touch and iPad)</b>					
Usage Rates		0.00	0.02	n/a	0.08
See the number of photos or videos in an album next to the album name in the Photos application		14.9%	23.0%	14.5%	26.5%

**Source:**

1. Relative Value Scores from Expert Report of Sanjay Rao, Tables 2b, 3b, 4b, and 5b.
2. Usage Rates from Expert Report of Sanjay Rao, Attachment E.
3. The Value Relative to Face Time Reads for the 3G/3GS is estimated using the Relative Value Scores for Reads 1 and 2 of the iPhone 4/4S/5 since scores for the 3G/3GS are not available.

**Notes:**

1. Value Relative to the FaceTime Reads is calculated by dividing each relative value by the sum of the following '239 Reads: "Use FaceTime to make or receive video-calls over a WiFi connection" and "Use FaceTime to make or receive video-calls over a cellular connection"
2. Difference in Value is the Value Relative to Face Time Reads for the iPhones and iPod Touches less the Value Relative to FaceTime Reads for the iPad.